

ORDER



Orders
Order / Rev: 714911
Alt Order #: 06324304
Product Desc: RENACCI FOR CONGRESS
Estimate: 3232
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/19/12 / 10/02/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Jim Renacci for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/30/12 | 20 | \$48,100.00 | \$40,885.00 |
| 10/01/12 | 10/02/12 | 9 | \$6,800.00 | \$5,780.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 20 | \$48,100.00 | \$40,885.00 | 0.00 |
| October 2012 | 9 | \$6,800.00 | \$5,780.00 | 0.00 |
| Totals | 29 | \$54,900.00 | \$46,665.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | WKYC | 09/28/12 | 09/28/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | ----F-- | :30 | 1 | \$475.00 | P-2 | 0.00 | NM | 1 | \$475.00 |
| J FALLON-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$475.00 | | 0.00 | | | |
| E 2 | WKYC | 09/28/12 | 09/28/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | ----F-- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 3 | WKYC | 09/28/12 | 09/28/12 | M-F 430a-5a 430a News | CM | 430a-5a | ----F-- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$175.00 | | 0.00 | | | |
| E 4 | WKYC | 09/28/12 | 09/28/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | ----F-- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$650.00 | | 0.00 | | | |
| E 5 | WKYC | 09/28/12 | 09/28/12 | Fri Prime A Fri Prime A | CM | 8-9p | ----F-- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| COMMUNITY/WHITNEY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 714911
 Alt Order #: 06324304
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Jim Renacci for Congress
 Product Desc: RENACCI FOR CONGRESS
 Estimate: 3232
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------|-----------|-------------------|-----------------|--|-----------------------|-----------------------------|-----------------|---------------|-----------------------|------------|------------|-------------|------|-------|------------|
| E 5 | WKYC | 09/28/12 | 09/28/12 | Fri Prime A Fri Prime A | CM | 8-9p | ----F-- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| COMMUNITY/WHITNEY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | 1 | | \$1,800.00 | | 0.00 | | | | | | |
| E 6 | WKYC | 10/01/12 | 10/01/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | M----- | :30 | 1 | \$475.00 | P-2 | 0.00 | NM | 1 | \$475.00 |
| J FALLON-NBC< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 7 | WKYC | 10/01/12 | 10/01/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | M----- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| E 8 | WKYC | 10/01/12 | 10/01/12 | M-F 430a-5a 430a News | CM | 430a-5a | M----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 9 | WKYC | 10/01/12 | 10/01/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | M----- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | M----- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 10 | WKYC | 09/29/12 | 09/29/12 | Sat Prime Other Sat Prime Other | CM | 9-11p (9:00 PM-11:00 PM) | -----S- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| NBC PRIME RPTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 11 | WKYC | 09/29/12 | 09/29/12 | Sat 11-1135p LN SAT | CM | 11-1130p | -----S- | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| CH 3 NWS AT 11 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 12 | WKYC | 09/29/12 | 09/29/12 | Saturday Night Live Saturday Night Live | CM | 1130p-107a | -----S- | :30 | 2 | \$1,600.00 | P-2 | 0.00 | NM | 2 | \$3,200.00 |
| SAT NITE LIVE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 2 | | \$1,600.00 | | 0.00 | | | | | | |
| E 13 | WKYC | 09/29/12 | 09/29/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 0 | \$0.00 |
| ET WEEKEND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$650.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | WKYC | 09/24/12-09/30/12 | | Sat 7-8p | 7-8p | | -----Sa-- | :30 | (\$650.00) | | 0.00 | NM | | | |
| Credited [Golf] | | | | | | | | | | | | | | | |
| E 14 | WKYC | 09/30/12 | 09/30/12 | Post NFL News LN Sun Follows NFL | CM | Various | -----S | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| CH 3 NWS AT 11 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 15 | WKYC | 09/30/12 | 09/30/12 | Sun 9-1030a Channel 3 News Sun 9a | CM | 9a-1030a | -----S | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| CH3 SU MRN NWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| E 16 | WKYC | 09/27/12 | 09/27/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | ---T--- | :30 | 1 | \$475.00 | P-2 | 0.00 | NM | 1 | \$475.00 |

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Advertiser: Jim Renacci for Congress
 Product Desc: RENACCI FOR CONGRESS
 Estimate: 3232

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|-------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|--------|-------|-------------|
| E 28 | WKYC | 09/26/12 | 09/26/12 | M-F 430a-5a 430a News | CM | 430a-5a | --W---- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | --W---- | | 1 | | \$175.00 | | 0.00 | | | | | |
| E 29 | WKYC | 09/26/12 | 09/26/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | --W---- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | --W---- | | 1 | | \$650.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 29 | \$54,900.00 |